

**REMARKS**

Applicants have thoroughly considered the Examiner's remarks in the Office action dated February 8, 2008. Claims 1, 2, 4-13, 16, and 19 are pending. Claims 3, 14, 15, 17, 18, and 20 are canceled. Claims 1, 2, 4-13, 16, and 19 stand rejected. Applicants respectfully request allowance in view of the amendments and remarks herein.

In accordance with 37 C.F.R. 1.136(a), a one-month extension of time is submitted herewith to extend the due date of the response to the Office Action dated February 8, 2008 for the above-identified patent application from May 8, 2008 through and including June 8, 2008. In accordance with 37 C.F.R. 1.17 (a) (3) authorization to charge Deposit Account No. 01-2384 in the amount of \$120.00 to cover this extension of time request also is submitted herewith.

Applicants thank the Examiner for the courtesy of a telephonic interview on May 22, 2008. Applicants' representatives James J. Barta, Jr. and Mark A. McCormick discussed aspects of the present application with Examiner Truong. In particular, independent claims 1, 2, 7, and 19 were discussed with reference to the Thomas, Morrell, and Bowers references (U.S. Patent No. 6,401,118 and 7,266,839 and U.S. Patent Publication No. 2002/0002597). No demonstration was given, no agreement regarding patentability was reached, and no exhibit was shown.

The rejection of Claims 1 and 16 under 35 U.S.C. 103 (a) as being unpatentable over U.S. Patent 6,401,118 to Thomas (hereinafter referred to as "Thomas") in view of U.S. Patent Publication 2002/002597 to Morrell, Jr (hereinafter referred to as "Morrell") is respectfully traversed.

Thomas describes a web search engine that collects URLs based on a search keyword(s) or keywords. A user at a workstation 202, defines search terms to perform a search of the Internet 103. The search returns a list of probable uniform resource locators

(URL's). and the list of URL's visited and their contents are downloaded to a cache of a file system 104. After the URL is visited and the link to the file is identified, the monitoring system 100 truncates the link URL at the rightmost slash ("/"), thus generating a new link URL. An IPIS 106 application downloads the files associated with the URL's from an FTP site 114. The downloaded pages are scored based on the inputs specified in the search criteria. The scoring may be based on the separate regions of the page such as the title or information within a tag, or information as the URL of the page itself, dimensions of pictures on the page, the presence of a specific picture file, the number of a certain type of file, length of sound files, watermarks, embedded source information, as well as information about a page provided by another page. The monitoring system 100 prioritizes the preliminary set of URL's by either the client's personnel or the monitoring organization's personnel. A report is generated by the monitoring system 100 and the client may then take (legal) action against the operators of the offending web sites 120 or FTP sites 114 as they see fit. Notably, Thomas does not describe or suggest a system that generates performance indicators used to revise the content of low user interest from the substantially non-commercial content on the host Web pages.

Morrell describes system for clicking through a host website containing icons and links to commercial establishments. Internet users 109 visit a website, to access advertisements (ads) 107 such as click-through banner advertisements. A retailer website 101 make incentive-based advertising fee payments 103 to a host site 105 based upon the number of users 109 directed to the retailer's website 101 through the ad 107 by tracking a click-through traffic 111 to the retailer website 101. A sophisticated payment disbursement model 203 in which the users 109 receive at least a portion if not all of any reward 205 is used. The retailer website 101 tracks click-through traffic 111 from the ad 107, sending a tracking information 201 to a payment disbursement model 203, and to determine any rewards 205 to be made payable to the users 109. Notably, Morrell does

not describe or suggest a system that generates performance indicators used to revise the content of low user interest from the substantially non-commercial content on the host Web pages.

In contrast, Claim 1 of the present application recites a system comprising “an integrated web ring (IWR) site of a server managing the IWR a host Web site provided by the server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme; and tracking software for monitoring user access to the IWR site, to the selected partner Web page and to the substantially non-commercial content on the host Web pages and generating performance indicators relating thereto, wherein the tracking software enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the generated performance indicators.”

Support for “server” can be found in at least Paragraph [0044] of Detailed Description of the Invention section of the Application, which states “[a]lternatively, if the host Web page opts not to use frames, it may use frameless Web pages which can be generated by a server to incorporate external content or other external information from a partner directly into the displayed Web page.” Furthermore, support for “revision of content of low user interest” can be found in at least Paragraph [0069] of Detailed Description of the Invention section of the Application, which states “For many preferred embodiments, a valuable aspect of the IWR is a tracking feature which allows the structure of the IWR to be regularly revised and updated based on performance indicators for partners, topics, and topics within partners.” Additionally, support for “generated performance indicators” can be found in at least Paragraph [0069] of Detailed Description of the Invention section of the Application, which states “a valuable aspect of the IWR is a tracking feature which allows the structure of the IWR to be regularly revised and

updated based on performance indicators for partners, topics, and topics within partners. In this system, any off-the-shelf or custom software can be part of the IWR according to the invention to track the number of times an article or other content source is used, both in terms of overall usage rates and optionally in terms of usage from a particular host page or in the context of a topic area on the host Web site. Software also tracks how extensively other services are used, such as bulletin boards, shopping services, games, multimedia offerings, and so forth.”

Applicants respectfully submit that neither Thomas nor Morrell, considered alone or in combination, describes or suggests a system as recited in Claim 1. For example, neither Thomas nor Morrell, considered alone or in combination, describes or suggests a system that includes tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the generated performance indicators. Rather, in contrast to the invention recited in Claim 1, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms. The system described in Thomas cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the generated performance indicators because determining a score based on a match of search terms or other page related criteria is not the same as tracking software that enables revision of content of low user interest based on the generated performance indicators.

Further, in contrast to the invention recited in Claim 1, Morrell describes a system that counts the number of times a user clicks through to a website and rewards the user for clicking through to the website. The system described in Morrell cannot reasonably be considered to teach or suggest tracking software that enables revision of

content of low user interest from the substantially non-commercial content on the host Web pages based on the generated performance indicators because counting click through by a user and rewarding the user for creating activity to a retailer's website is not the same as tracking software that enables revision of content of low user interest based on the generated performance indicators.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 1 is patentable over Thomas in view of Morrell.

Claim 16 depends from independent Claim 1. When the recitations of Claim 16 are considered in combination with the recitations of Claim 1, Applicant submits that Claim 16 is patentable over Thomas in view of Morrell for at least the same reasons Claim 1 is patentable.

The rejection of Claims 2, 4, 7, 10, 11, 13, and 19 under 35 U.S.C. 103 (a) as being unpatentable over Thomas, Morrell, and further in view of U.S. Patent 7,266,839 to Bowers et al. (hereinafter referred to as "Bowers") is respectfully traversed.

Thomas and Morrell are described above. Bowers describes a system for allowing a host to change information on a partner's Web page. A partner system 114 receives host system data 204 from a host system 110, with which the partner system 114 can positively identify a host system 206. The host system 110 may send an identification code to the partner system 114, which the partner system 114 compares to a database of host identifiers. If the partner system 114 fails to identify the host system 110 as an authorized host, then the partner system 114 will not transmit partner system resources and may transmit an error message 210. The partner system 114 also receives user data 208. The partner system 114 uses the user data to identify the user 214 so that the partner system 114 can locate the particular partner system resources associated with that user for transmittal. The partner system 114 may also require user authentication to ensure that the

user is not an impostor. The partner system 114 determines whether the user is an authentic user 216, and if the user is not properly authenticated, the partner system 114 will not provide partner system resources and it may transmit an error message 218. The partner system 114 transmits the discriminated partner system resources 222 to either the host system 110 or to the user system 112. Notably, Bowers does not describe or suggest a system that generates performance indicators used to drop content of low user interest from the substantially non-commercial content on the host Web pages.

Claim 2 recites a method for controlling information relating to a theme, the information being available on an integrated web ring (IWR) of a server and a plurality of partners, the method comprising the steps of: "providing a plurality of partner Web pages and provided by the partners relating to the theme; tracking user access to the substantially non-commercial content, providing a host Web site provided by the server and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme; and revising, as a function of said tracking, content of low user interest from the substantially non-commercial content from the plurality of the host Web pages."

Applicants respectfully submit that none of Thomas, Morrel, and Bowers, considered alone or in combination, describes or suggests a method for controlling information relating to a theme as recited in Claim 2. For example, none of Thomas, Morrel, and Bowers, considered alone or in combination, describes or suggests a method that includes tracking user access to the substantially non-commercial content and revising, as a function of said tracking, content of low user interest from the substantially non-commercial content from the plurality of the host Web pages. Rather, in contrast to the present invention recited in Claim 2, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms. The system described in

Thomas cannot reasonably be considered to teach or suggest revising, as a function of said tracking, content of low user interest because determining a score based on a match of search terms or other page related criteria is not the same as revising, as a function of said tracking, content of low user interest.

Further, in contrast to the present invention recited in Claim 2, Morrell describes a system that counts the number of times a user clicks through to a website and rewards the user for clicking through to the website. The system described in Morrell cannot reasonably be considered to teach or suggest tracking user access to the substantially non-commercial content and revising, as a function of said tracking, content of low user interest from the substantially non-commercial content from the plurality of the host Web pages because counting click through by a user and rewarding the user for creating activity to a retailer's website is not the same as revising, as a function of said tracking, content of low user interest.

Moreover, in contrast to the present invention as recited in Claim 2, Bowers describes a method for providing a security login service by a partner system prior to the partner system transmitting information to the host system. The method described in Bowers cannot reasonably be considered to teach or suggest tracking user access to the substantially non-commercial content and revising, as a function of said tracking, content of low user interest from the substantially non-commercial content from the plurality of the host Web pages because providing a secure login prior to transmission of information from a partner system to a host system is not the same as revising, as a function of said tracking, content of low user interest.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 2 is patentable over Thomas in view of Morrell in further view of Bowers.

Claim 4 depends from independent Claim 2. When the recitations of Claim 4 are considered in combination with the recitations of Claim 2, Applicant submits that Claim 4 is patentable over Thomas in view of Morrell in further view of Bowers for at least the same reasons Claim 2 is patentable.

Claim 7 recites an integrated web ring (IWR) site of a server and a plurality of partners for providing and managing information relating to a theme, the IWR site comprising: “a plurality of partner Web pages relating to the theme and provided by the partners a host Web site provided by the server and accessible by users, the host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme, and a tracking software, said software tracking user access to the substantially non-commercial content, wherein the tracking software enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access. ”

Applicants respectfully submit that none of Thomas, Morrell, and Bowers, considered alone or in combination, describes or suggests a system as recited in Claim 7. For example, none of Thomas, Morrell, and Bowers, considered alone or in combination, describes or suggests a system that includes tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access. Rather, in contrast to the invention recited in Claim 7, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms. The system described in Thomas cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the generated performance indicators because determining a score based on a match of



search terms or other page related criteria is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Further, in contrast to the invention recited in Claim 7, Morrell describes a system that counts the number of times a user clicks through to a website and rewards the user for clicking through to the website. The system described in Morrell cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access because counting click through by a user and rewarding the user for creating activity to a retailer's website is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Moreover, in contrast to the present invention as recited in Claim 7, Bowers describes a method for providing a security login service by a partner system prior to the partner system transmitting information to the host system. The method described in Bowers cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the generated performance indicators because providing a secure login prior to transmission of information from a partner system to a host system is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 7 is patentable over Thomas in view of Morrell and further in view of Bowers.

Claims 8 and 10-13 depend from independent Claim 7. When the recitations of Claims 8 and 10-13 are considered in combination with the recitations of Claim 7,

Applicant submits that Claims 8 and 10-13 are patentable over Thomas in view of Morrell and further in view of Bowers for at least the same reasons Claim 7 is patentable.

Claim 19 recites an integrated web ring (IWR) site of a host and a plurality of partners for providing and managing information relating to a theme, the IWR site including “a plurality of partner Web pages relating to the theme and provided by the partners; a host Web site provided by the host and accessible by users, the host Web site including a plurality of host Web pages comprising substantially non-commercial content provided by the partners relating to the theme; and tracking software tracking user access to the substantially non-commercial content, wherein the tracking software enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access.”

Applicants respectfully submit that none of Thomas, Morrell, and Bowers, considered alone or in combination, describes or suggests a system as recited in Claim 19. For example, none of Thomas, Morrell, and Bowers, considered alone or in combination, describes or suggests a system that includes tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access. Rather, in contrast to the invention recited in Claim 19, Thomas describes a system where a user provides search terms to search the internet for matches and reports the results to the user where the match is scored based on matching the search terms. The system described in Thomas cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the generated performance indicators because determining a score based on a match of search terms or other page related criteria is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Further, in contrast to the invention recited in Claim 19, Morrell describes a system that counts the number of times a user clicks through to a website and rewards the user for clicking through to the website. The system described in Morrell cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access because counting click through by a user and rewarding the user for creating activity to a retailer's website is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Moreover, in contrast to the present invention as recited in Claim 19, Bowers describes a method for providing a security login service by a partner system prior to the partner system transmitting information to the host system. The method described in Bowers cannot reasonably be considered to teach or suggest tracking software that enables revision of content of low user interest from the substantially non-commercial content on the host Web pages based on the tracked user access because providing a secure login prior to transmission of information from a partner system to a host system is not the same as tracking software that enables revision of content of low user interest based on the tracked user access.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 19 is patentable over Thomas in view of Morrell and further in view of Bowers.

For at least the reasons set forth above, Applicants respectfully request that the rejections of Claims 2, 4, 7, 10, 11, 13, and 19 under 35 U.S.C. 103(a) be withdrawn.

The rejection of Claim 5 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,769,010 to Knapp et al. (hereinafter referred to as "Knapp") in view of U.S. Patent Publication 2002/0046045 to Narin et al. (hereinafter referred to as "Narin") and

further in view of U.S. Patent Publication 2003/0167209 to Hsieh (hereinafter referred to as "Hsieh") is respectfully traversed.

Knapp describes a modification and formatting of included information files to a host website through a common interface. A medium 133 is presented to a user in a visually perceptible manner. The user visually identifies indicia 135, then logs into a web site 128 via the Internet 106 and a wireless web appliance 126. The user then submits an identification number 136, comprising an indicia 135, and their user identifier 138 to a web server computer 115 such that content objects associated with the identification number 136 are made available to this user via a network-based personalized access point within the web site 128. Notably, Knapp does not describe or suggest a method that includes adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site comprising substantially non-commercial content provided by the partners dedicated to a theme and receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site.

Narin describes an architecture for integrated shopping services that enables electronic shopping from within a software application. An application 200 running on computer 110 includes an integrated shopping logic 502. The integrated shopping logic 502 provided the user interface (UI) and functionality that enables a user to visit retail web sites, and maintains a list of retail web sites that a user may visit as part of an integrated shopping service 300. Integrated shopping logic 502 provides a web browser 504, that is specially adapted to work with application 200. Integrated shopping logic 502 also provides a personal retail list 506. Personal retail list 506 includes the list of links that are to be displayed by web browser 504. A user may access retail directory 400 by clicking on a link 302, which navigates to the URL of the retail directory 400. When the user clicks an "add" button 410 for a particular retail web site listed in retail directory

400, logic stored in the web pages executes, thereby causing data representative of the selected retail web site to be downloaded from remote computer 180 to the user's computer 110. Integrated shopping logic 502 then stores the uploaded data in personal retail list 506. Notably, Narin does not describe or suggest a method that includes a host Web site comprising substantially non-commercial content provided by the partners dedicated to a theme and receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site.

Hsieh describes a system for real-time online search processing over inter-connected computer networks, where an offline database maintains a plurality of vendor sites obtained from the inter-connected computer network. The system includes a learner agent 18 and a shopper agent 20 are provided. A server 22 provides access to an offline database 24 that stores global multilingual vendor information. A system administrator 26 prepares/compiles training data about selected vendor sites and stores them in a "vendor list" 27 in the offline database 24 through the server 22. The system administrator 26 can then employ the training data and the Learner Agent 18 to conduct "inductive learning" from training pages retrieved from vendor sites by way of the World Wide Web 16. A user/buyer 12 retrieves designated information about designated subjects by using the shopper agent 20. The shopper agent 20 processes a request from the user/buyer 12 by using information contained in the previously learned vendor descriptions 28. The information in the vendor descriptions 24 permits the buyer agent 20 to instantly prepare and issue searches on many vendor Websites substantially simultaneously by way of the World Wide Web 16. The vendor descriptions also permit the buyer agent 20 to instantly process received search results, and to present to the user/buyer 12 the results of the search from all vendor sites searched. Notably, Hsieh does not describe or suggest a method that includes a host Web site comprising

substantially non-commercial content provided by the partners dedicated to a theme and receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site.

In contrast, Claim 5 of the present application recites a method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site comprising substantially non-commercial content provided by the partners dedicated to a theme, the IWR site includes “partner Web pages, wherein the host Web site is accessible by users; each partner providing at least one partner Web page related to the theme of the IWR site accessible by links from the host Web site, where at least some of the partners are retailers offering products whose sale via the IWR site brings commissions to the host”, the method of Claim 5 further includes “receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site.”

Applicants respectfully submit that none of Knapp, Narin, and Hsieh, considered alone or in combination, describes or suggests the method of adding retail partners to an Integrated Web Ring (IWR) site as recited in Claim 5. For example, none of Knapp, Narin, and Hsieh, considered alone or in combination, describes or suggests method of adding retail partners to an Integrated Web Ring (IWR) site that provides a host Web site comprising substantially non-commercial content provided by the partners dedicated to a theme and receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site. Rather, in contrast to the present invention as recited in Claim 5, Knapp describes a method for providing a common interface to a website for user to modify information. The method described in Knapp cannot reasonably be considered to teach or suggest adding retail partners to an Integrated Web Ring (IWR) providing substantially non-commercial content and receiving a request for membership in the IWR

site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site because providing a common interface to a website for a user to change information at the website is not the same adding retail partners providing substantially non-commercial content and receiving membership request from a candidate retail partner.

Further, in contrast to the present invention as recited in Claim 5, Narin describes an architecture for integrated shopping services that enables electronic shopping from within a software application that allows a buyer to maintain a list of preferred websites. The method described in Narin cannot reasonably be considered to teach or suggest adding retail partners to an Integrated Web Ring (IWR) providing substantially non-commercial content and receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site because allowing buyers to maintain a preferred website list is not the same adding retail partners providing substantially non-commercial content and receiving membership request from a candidate retail partner.

Moreover, in contrast to the present invention as recited in Claim 5, Hsieh describes a system for real-time online search processing over inter-connected computer networks, where an offline database maintains a plurality of vendor sites obtained from the inter-connected computer network. The system described in Hsieh cannot reasonably be considered to teach or suggest adding retail partners to an Integrated Web Ring (IWR) providing substantially non-commercial content and receiving a request for membership in the IWR site from a candidate retail partner having at least one page on its partner Web site related to the theme of the IWR site because allowing providing a multilingual translator while searching for vendor websites is not the same adding retail partners providing substantially non-commercial content and receiving membership request from a candidate retail partner.

Accordingly, for at least the reasons set forth above, Applicant submits that Claim 5 is patentable over Knapp in view of Narin and further in view of Hsieh.

The rejection of Claim 6 under 35 U.S.C. 103(a) as being unpatentable over Knapp, Narin, and Hsieh and further in view of U.S. Patent Publication 2002/0029201 to Barzilai et al. (hereinafter referred to as “Barzilai”) is respectfully traversed.

Claim 6 depends from independent Claim 5. When the recitations of Claim 6 are considered in combination with the recitations of Claim 5, Applicants submit that dependent Claim 6 is patentable over Knapp in view of Narin and further in view of Hsieh for at least the same reasons Claim 5 is patentable.

The rejection of Claim 9 under 35 U.S.C. 103 (a) as being unpatentable over Thomas, Morrell and Bowers in view of Knapp is respectfully traversed.

Claim 9 depends from independent Claim 7. When the recitations of Claim 9 is considered in combination with the recitations of Claim 7, Applicants submit that dependent Claim 9 is patentable over Thomas in view of Morrell in view of Bowers and further in view of Knapp for at least the same reason Claim 7 is patentable.

The Commissioner is authorized to charge Deposit Account No. 01-2384 for any fees incurred during the pendency of this application.



In view of the foregoing amendment and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,

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